



FACT SHEET

Studio Five is a student-staffed, full-service, creative communications studio that links the College's Communications Department with the local Boston non-profit community. The Studio is comprised of undergraduate Communications students who work together in teams. Studio Five team members are skilled in graphic design, marketing, promotion, mixed-media, interactive media development, copywriting, and public relations. Studio 5 faculty also enlist the expertise of other communications industry professionals whose experience is beneficial to the completion of a particular project.

Studio Five is populated by approximately 15 students per semester. As team members they work simultaneously on a number of communications-based projects that may include print, web, video, event planning, development, fundraising, promotion and marketing.

Studio Five is structured as a professional creative studio. This affords the team members an opportunity to practice in a professional working environment, to prepare them for their first career position, as well as develop professional quality portfolio pieces. The Studio experience enables team members to gain professional skills, as well as the confidence to manage the many details involved in completing real work for real clients. Professors work closely with the team members to instruct, support, advise, consult and assist them with client projects. In their capacity as team members, students are required to analyze client communications needs, identify an appropriate strategy, submit formal proposals and create professional quality communications solutions to meet client needs.

Only projects for non-profit organizations can take advantage of Studio Five's services. Simmons College strongly supports community service and Studio Five is part of the Service Learning Program. There is no charge to clients for team members' creative services. **However, clients are responsible for all costs incurred.** These costs may include printing (*clients must have a realistic print budget or have secured donated printing services*), other related production costs, the purchase of any materials needed to complete the project, any necessary contracted services, postage, delivery, transportation, and the Studio Five materials fee of \$200.

Actual costs will vary depending upon the nature of each individual project. Clients must have appropriate funding to meet these costs before Studio Five can accept the proposed project. To minimize project delays the materials fee must be received by the project's inception.

Non-profit clients are invited to attend a one-hour client orientation at the semester's start, in order to insure a smooth and productive working relationship.

Each project begins with a formal client interview to assess needs. Then a formal proposal is submitted to the client outlining the work to be undertaken, elements needed to complete the project, a project schedule and budget estimate. Although Studio Five meets formally once a week during the semester, team project managers maintain regular client communications through e-mails, faxes, phone calls and client site visits.

Projects are undertaken on a per semester basis. To ensure a steady flow of projects that can be completed within the semester time frame, projects are evaluated and selected via a Request For Projects form. These forms are available on the Studio Five Web Site, or by calling the Communications Department, at Simmons College, or have been included in the attachments to this email.

We at Studio Five look forward to working with you!